

**MANSFIELD DOWNTOWN PARTNERSHIP
ADVERTISING AND PROMOTION COMMITTEE
Festival on the Green Subcommittee
Monday, May 17, 2010
Partnership Offices
1244 Storrs Road (Storrs Commons)
(860) 429-2740
5:00 p.m.
Minutes**

Present: Kim Bova, Jim Hintz, Bruce John, and Barry Schreier

Staff: Cynthia van Zelm and Kathleen Paterson

1. Call to order

Kathleen Paterson called the meeting to order at 5:05 pm in Chair Betsy Paterson's absence.

2. Public comment

There was no public comment.

3. Minutes

Bruce John moved to approve the Minutes from May 3, 2010. Jim Hintz seconded the motion. The sub-committee approved the Minutes.

4. Review Task List

Advertising: Ms. K. Paterson reported on behalf of Ashley Fraser that the Sponsorship brochures had been sent and that Ms. Fraser would have a draft of the event flyer ready for review at the next meeting.

Ms. K. Paterson will post the sponsorship brochure to the Partnership's website.

Mr. John indicated that he will serve as the Chronicle's contact for promoting the *Festival*.

Art: Ms. K. Paterson said that she and Kim Bova had discussed the possibility of sending the art show mailing out to a smaller list consisting of past participants and artists with a Mansfield address. She noted that the list had grown to almost two hundred individuals but the press releases garnered a better response in past years.

Mr. John asked whether there were email addresses for the artists on the list. Ms. K. Paterson replied that she had started collecting them from people who submit artwork for consideration but that she did not have a comprehensive list of emails.

Ms. Bova commented that the response has grown each year, and she thought it would be fine to limit the number of letters that are sent.

Ms. K. Paterson will add information about the Juried Art Show, including the Call to Artists and Prospectus to the Partnership's website.

Ms. K. Paterson added that the press releases are ready to go once the mailing is sent. Mr. John asked to be added to the list receiving press releases (**Ms. K. Paterson will add him to the list.**)

Music: Mr. Hintz said that he and Barry Schreier will fill two entertainment spots with UConn acts.

Ms. K. Paterson said that Villari's agreed to do a performance as one of the smaller acts.

Mr. John said that Mansfield Academy of Dance (M.A.D.) will perform as one of the groups.

Mr. Schreier said that he reached out to the improv group on campus but has not yet heard from them.

Ms. K. Paterson reiterated her preference for FASA (Filipino American Student Association) based on their Asian Night performance at UConn.

Mr. Hintz cautioned that he might not be able to confirm the groups until closer to the end of the summer.

Ms. K. Paterson recalled that she did not reach out to Husky Bhangra until mid-summer last year and noted that some student organizations are active through the summer.

Cynthia van Zelm will contact Pete Haddad to confirm his participation.

Parade: Mr. Schreier shared the letter that he and Mr. Birkenholz plan to send to past and potential Parade participants. He noted that, depending on the response to the float idea, some changes in the staging area may need to be made (e.g. parking elsewhere).

Ms. K. Paterson asked if the start time should be changed.

Mr. Schreier expressed concern at beginning the Parade at an odd time, such as 11:45, and suggested that a timing decision should be made once groups are confirmed.

Mr. Schreier asked the group for feedback on how best to approach local politicians. He reviewed how it was handled in 2009.

Mr. Hintz suggested asking each town committee to march as a unit and to allow them to decide whether or not they would like to participate in the Parade, and if so, who they will invite.

Ms. K. Paterson said that the invitation letters for the Grand Marshals will be sent to Jeff Hathaway and Geno Auriemma by the end of the week. She suggested a few options for arranging the teams if they all chose to participate.

Mr. Hintz will handle the follow-up with the team.

Mr. Schreier said that signs will be needed to identify each team.

Mr. Schreier noted that he and Mr. Birkenholz may have the children on their bicycles go first so that they can watch the Parade once they have made their way through.

Set-up: Ms. van Zelm met with Kristin Schwab to discuss the event set-up. Ms. Schwab thought that the dunk tank could be located near where the portables were in 2009 without any problem. **Ms. Schwab will contact Winding Brook Turf Farm about the sod.**

Vendors: Ms. K. Paterson said that the letters to Storrs Center businesses are ready and will be mailed by the end of the week. She said that the letters to vendors will follow shortly.

5. Celebrate Mansfield Weekend update

Ms. K. Paterson explained the idea of the contra-dance to the group. She will ask Ms. Bova if she had found a caller and band.

Mr. John will contact a contra-dance band that he knows and will ask about price and length of the performance.

Ms. K. Paterson asked whether the contra-dance should be the full two hours or if there should be a second band.

Mr. Schreier thought that if the contra-dance was first, people who only wanted to listen to the music could come at six o'clock.

6. Adjourn

The meeting adjourned at 6:10 pm.

Minutes prepared by Cynthia van Zelm and Kathleen Paterson